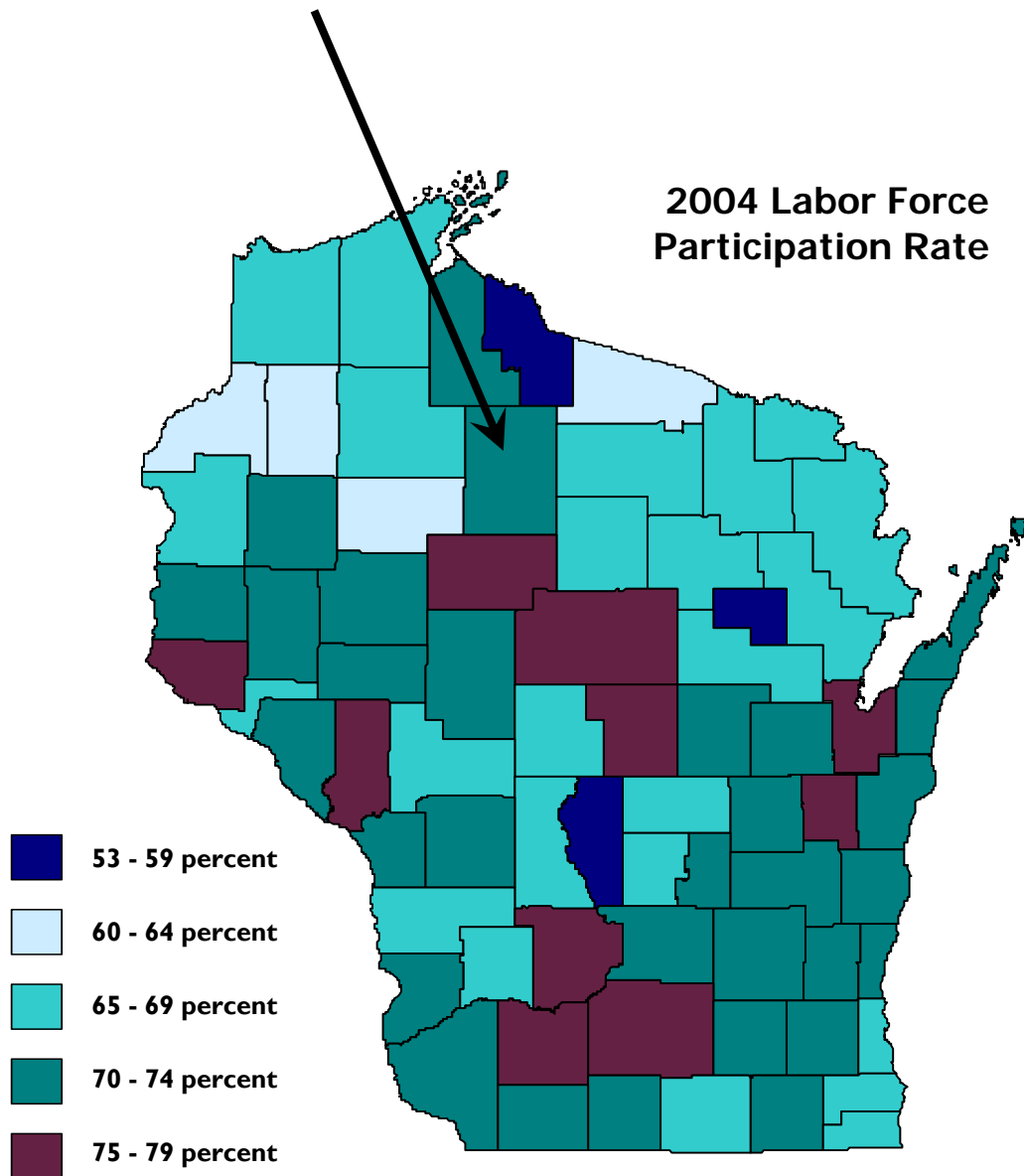


Price County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

The population in Price County has steadily increased over the last five years and is now 171 higher than in April 2000. The increase of 1.1 percent lagged both state and national changes and was sixth slowest among Wisconsin's 72 counties. Although small, the increase in population is better than the change in the neighboring counties of Ashland and Rusk.

Since 2000 there have been fewer births than deaths in the county and all of the growth in population was from the net migration of 490 individuals. The Town of Lake experienced the greatest influx of residents followed by increases in the Town of Worcester while the neighboring City of Park Falls lost 120 residents.

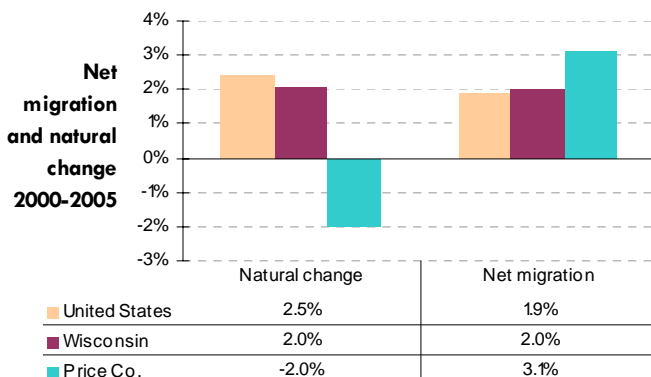
There is some evidence that most of the new residents who move to the county are closing in on retirement if they haven't already done so. The population projections for the county foretell a future where the elderly increasingly make up a larger share of the total population. In 2005, roughly 31 percent of the labor force aged population (16 yrs and older) is aged 60 years or older. By 2020 that share will increase to nearly 41 percent, one of the highest in the state.

The labor force is a sum of factors that relate to the local population. Those factors include lower participation rates for women than men, much higher participation from middle-aged residents than either the young or elderly, and declining participation rates among the white population as minority participation increases. All of these factors are working against a rise in

Five largest municipalities in Price County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Price County	15,822	15,993	171	1.1%
Park Falls, City	2,793	2,673	-120	-4.3%
Worcester, Town	1,711	1,764	53	3.1%
Phillips, City	1,675	1,676	1	0.1%
Lake, Town	1,319	1,389	70	5.3%
Elk, Town	1,183	1,206	23	1.9%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



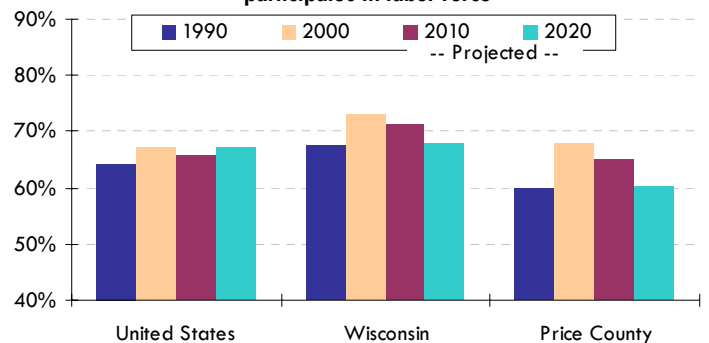
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Price County
Total population in 2000	281,424,602	5,363,715	15,822
Population est. Jan. 1, 2005	295,160,302	5,580,757	15,993
Change	13,735,700	217,042	171
% change	4.9%	4.0%	1.1%
2005 Labor force population*	224,837,000	4,339,938	12,974
Share of total population	76.2%	78%	81.1%
Labor force	147,125,000	3,071,179	8,803
Labor force participation rate	65.4%	70.8%	67.9%
2005 Population 16 yrs. & over	228,621,674	4,417,313	13,189
16-24 yrs old	37,489,370	743,764	1,905
Share of population 16+ yrs	16.4%	16.8%	14.4%
25-59 yrs old	142,248,896	2,708,865	7,246
Share of population 16+ yrs	62.2%	61.3%	54.9%
60 yrs and older	48,883,408	964,684	4,038
Share of population 16+ yrs	21.4%	21.8%	30.6%
Projected population: 2020	335,804,546	6,110,878	15,728
Population 16 yrs. & over	264,085,104	4,869,573	13,411
16-24 yrs old	37,918,865	681,586	1,086
Share of population 16+ yrs	14.4%	14.0%	8.1%
25-59 yrs old	150,678,402	2,756,884	6,819
Share of population 16+ yrs	57.1%	56.6%	50.8%
60 yrs and older	75,487,837	1,431,103	5,506
Share of population 16+ yrs	28.6%	29.4%	41.1%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

the number of labor force participants in Price County even as the number of residents aged 16 years and over is increasing.

Even though there is a possibility that the current labor force participation rate of 68 percent will increase slightly as baby-boomers choose to remain in the workforce instead of retiring early, that increase will be short-lived. At best there would be no change from the current labor force size, but more probable is a labor force smaller than today's.

Revised Labor Force

The labor force in Price County in 2004 was at an all-time high with 8,803 participants and the number of unemployed residents in the county declined to the lowest count in seven years. Of interest in the table is how little the number of unemployed has changed over 15 years while employment has increased by more than 1,344.

All labor force estimates for 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census and as a result, show a huge correction in Price County from 1999 to 2000.

Looking beyond the break in the series the most significant increases in the Price County labor force occurred in 1992, 1995, and 2003. The increases correspond with job-growth with county employers, especially those in manufacturing and trade. The increase in job opportunities encouraged greater labor force participation and dramatically changed the labor force participation rate from 59 percent in 1990 to 68 percent in 2000.

Price County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	7,442	7,051	391	5.3%
1991	7,345	6,800	545	7.4%
1992	7,615	7,137	478	6.3%
1993	7,620	7,168	452	5.9%
1994	7,636	7,120	516	6.8%
1995	7,873	7,448	425	5.4%
1996	7,912	7,408	504	6.4%
1997	7,683	7,306	377	4.9%
1998	7,595	7,114	481	6.3%
1999	7,169	6,679	490	6.8%
2000	8,392	7,977	415	4.9%
2001	8,547	8,088	459	5.4%
2002	8,478	8,043	435	5.1%
2003	8,724	8,245	479	5.5%
2004	8,803	8,395	408	4.6%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

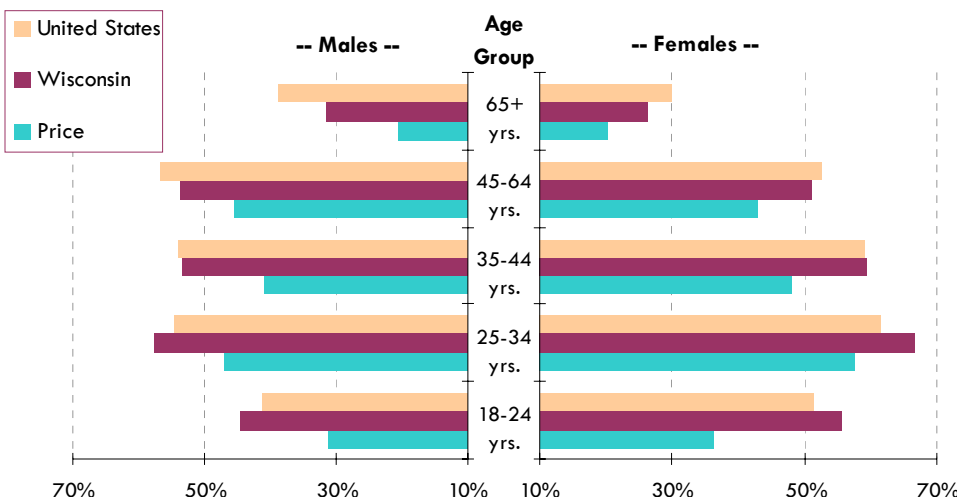
One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For

most counties in Wisconsin, including Price, this helps explain why there is a greater proportion of females in nearly every age group with post-secondary education than males.

Growth of skilled professional and technical jobs in metropolitan areas attracted individuals from many rural areas. When students graduated from high school and left the area for post-secondary education there were few professional and technical job opportunities to bring them back to Price County. As a consequence, the share by age group of Price County residents with post-secondary education is less in every category than in the United States or Wisconsin.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Price County has the third highest share of manufacturing jobs among the state's 72 counties. Over 37 percent of all jobs in the county are with manufacturing employers and that would increase if you added the workers employed by temporary agencies (professional and business service industry sector) who are contracted to manufacturing facilities. Employers in Price, combined with those in Rusk and Taylor counties, provide 58 percent of the manufacturing jobs in the northwest region.

Average annual wages in manufacturing are the highest in the county and the payroll makes up nearly half of the total payroll from all employers covered by Wisconsin's Unemployment Insurance law. Manufacturing jobs increased 1.6 percent in 2004, better than the reduction experienced in the State of Wisconsin.

Employers in the trade, transportation and utilities supersector added 36 jobs in 2004. This, combined with the 39 jobs from the manufacturing sector, makes up most of the overall increase of 96 jobs. However, only two sectors, financial activities and public administration, reported job losses in 2004 and the change in total jobs of 1.5 percent exceeded state growth of 0.9 percent.

Average Annual Wage by Industry Division in 2004

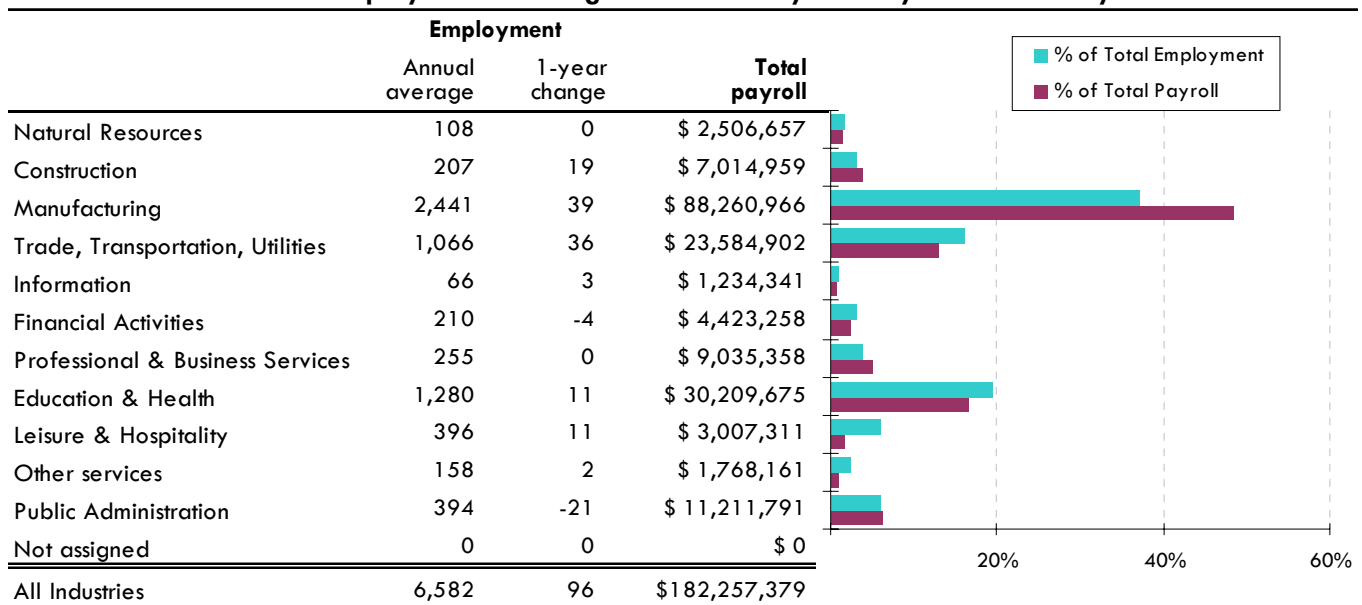
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Price County	Wisconsin	% change
All Industries	\$ 34,749	\$ 27,690	79.7%	3.2%
Natural resources	\$ 27,399	\$ 23,210	84.7%	10.8%
Construction	\$ 41,258	\$ 33,889	82.1%	-1.7%
Manufacturing	\$ 44,145	\$ 36,158	81.9%	3.4%
Trade, Transportation, Utilities	\$ 30,088	\$ 22,125	73.5%	1.7%
Information	\$ 41,759	\$ 18,702	44.8%	3.1%
Financial activities	\$ 45,103	\$ 21,063	46.7%	2.7%
Professional & Business Services	\$ 39,580	\$ 35,433	89.5%	2.5%
Education & Health	\$ 36,408	\$ 23,601	64.8%	3.3%
Leisure & Hospitality	\$ 12,295	\$ 7,594	61.8%	1.8%
Other services	\$ 20,207	\$ 11,191	55.4%	-4.9%
Public Administration	\$ 36,347	\$ 28,456	78.3%	8.0%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Education (both private and public) and health services employers provide the second greatest number of jobs and have the second highest total payroll. Annual average wages, however, rank only 5th highest in the county and are only 65 percent of the industry's wages in the state.

Overall, the average annual wage for all industries is 79.7 percent of wages in the state and is the second highest in the northwest region. It increased 3.2 percent in 2004 to \$27,690 compared to an increase in the state of 4.0 percent.

2004 employment and wage distribution by industry in Price County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Price County

Establishment	Product or Service	Size (Dec. 2004)
Marquip LLC	Paper industry machinery mfg.	250-499 employees
Fraser Papers Limited	Paper, except newsprint, mills	250-499 employees
Phillips Plastics Corp	All other plastics product mfg.	250-499 employees
Weather Shield Inc	Wood window & door mfg.	250-499 employees
School Dist of Phillips	Elementary & secondary schools	100-249 employees
Flambeau Hospital Inc	Gen. medical & surgical hospitals	100-249 employees
County of Price	Executive & legislative offices, combined	100-249 employees
Park Manor Ltd	Nursing care facilities	100-249 employees
Saint Croix of Park Falls Ltd	Sporting & athletic goods mfg.	100-249 employees
Blount Inc	Construction machinery mfg.	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Price County

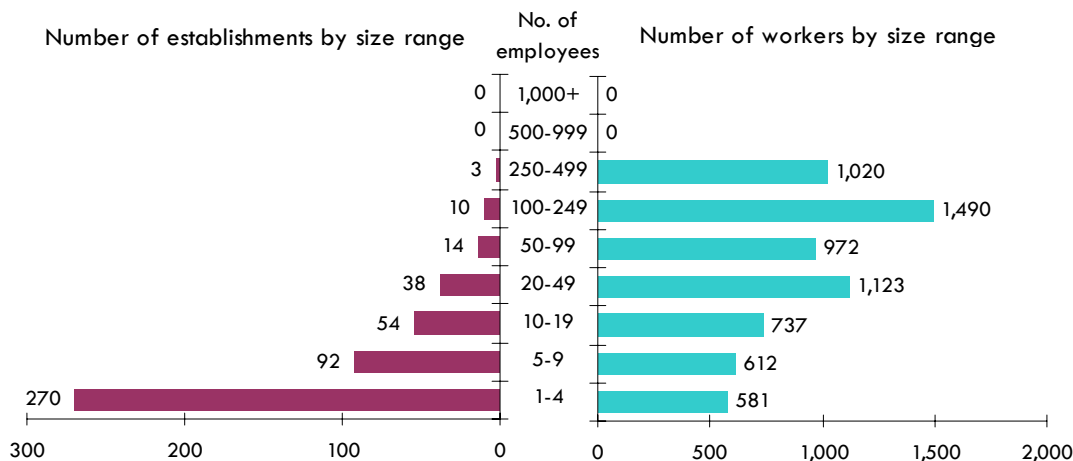
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Machinery manufacturing	10	776	93	-43
Wood product manufacturing	12	663	19	291
Educational services	3	442	-16	-28
Paper manufacturing	*	*	not avail.	not avail.
Nursing and residential care facilities	3	328	-7	-7
Plastics & rubber products manufacturing	*	*	not avail.	not avail.
Food services and drinking places	32	285	0	50
Food and beverage stores	9	207	-19	-80
Hospitals	*	*	not avail.	not avail.
Miscellaneous manufacturing	*	*	not avail.	not avail.

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Price County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

The importance of manufacturing in the county is very apparent on both the list of largest employers and the prominent industries list. Six of the county's largest employers are manufacturers including the four largest.

Of the 2,441 jobs in manufacturing, over half are with employers in the two largest industry groups, machinery manufacturing and wood products manufacturing. Plus there are three other manufacturing industry groups on the prominent industries list.

Three industry groups from education and health services, the county's second largest industry sector, also appear on this list. Even though manufacturing and education and health services include some of the county's largest employers, the average manufacturing establishment has 45 workers while the average in education and health services is 33 workers per establishment. There are only 9 workers per establishment in the food services and drinking places group where many smaller employers together provide over 200 jobs.

In fact, 79 percent of the employers have fewer than 9 workers and provide roughly 18 percent of the jobs, while only 2.3 percent have more than 100 workers but provide 38 percent of the jobs in the county.

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Price County of \$24,361 ranked 45th highest among Wisconsin's 72 counties. PCPI increased 3.4 percent in the last year but only 12.2 percent since 1998. The percent change over last year exceeded an increase in PCPI in the state of 2.5 percent but the change since 1998 which ranked 68th in the state was considerably less than PCPI growth in the state of 17.2 percent and income in the county remains well below Wisconsin's PCPI of \$30,685.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from job-holders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and only 61 percent in Price County. Higher wages are the most significant factor in higher PCPI but factors other than lower wages impact lower PCPI, in Price County it is the large elderly population.

In Price County total personal income of \$377,114,000 in 2003 was up 3.5 percent from 2002 and 9.3 percent from 1998. Total county income growth lagged changes

in Wisconsin and the United States over the five-year period. Income losses from dividends, interest, and rent were offset by gains in wages and salaries and transfer payments. In 2003 the county experienced an increase in income from residents working outside of Price County, but that income is less than two percent of net earnings.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005